

You must see by the light of your own lamp,
Nobody can help you much.
—Mrs. Craigie.

Honolulu Star-Bulletin

SPORTS, CLASSIFIED AND SHIPPING
NEWS SECTION.

TWELVE

HONOLULU STAR-BULLETIN, TUESDAY, SEPTEMBER 29, 1914.

PRICE FIVE CENTS

PEACE ENVOYS WILL WORK TO CLOSE BREACH

[Associated Press by Fed. Wireless.]
MEXICO CITY, Mex., Sept. 29.—A
peace commission composed of
officials of the Carranza Provisional
government left here yesterday for an
unknown destination.
The mission of this party is to hold
a consultation with generals of the
army of northern Mexico who have
threw their allegiance to Villa, and
endeavor to arrange for a cessation of
hostilities.
They will try and arrive at an un-
derstanding and secure an agreement
that will prevent further clashes be-
tween the Villa and Carranza factions.



ALLAHABAD—While the thermom-
eter registered over 100, Sunday
evening Bible class has kept up steady
attendance and keen interest.

CONSTANTINOPLE—Membership
now at 550 includes 16 nationalities.
Public lectures on Tuesday evenings
are given in six languages: French,
German, Turkish, Greek, Armenian
and English.

SEOUL—Two hundred and seventy-
two men won for Christian life in nine
months by one Korean secretary's per-
sonal effort. One hundred and twenty-
three night school students have de-
cided for Christian life.

TOKIO—Twelve hundred and thirty-
four employees made requests for mem-
bership in the Association employment de-
partment, which filled 700 of the positions.
Of the 955 members of city Association,
293 are active, i. e., Christian.

YEN PING, China—"We will be
holding our theater in the ninth moon
but those can easily be postponed for
the Association evangelistic meetings,"
the Confucian business men of the
city told Munson when he conferred
with them.

HINGHUA, China—"Without foreign
assistance a single Chinese secretary
has developed a strong work, 540
leaders, some of whom traveled 75
miles from surrounding towns, attend-
ing Gole's science lectures in three
days. At closing banquet tendered by
heads of 14 schools, the non-Christian
chairman, of his own accord, asked
one of the six Christian Chinese pres-
ent to give thanks to God.

DACCA—Two thousand men a night
for two months, attended educational
lectures, sports, concerts, Bible classes
and religious meetings with not a sin-
gle case of misbehavior reported in
the entire army encampment. Gov-
ernor of Bengal and general in com-
mand attributed success to influence
of Association work. Military govern-
ment paid entire cost. This charac-
ter-changing work greatly impressed
large numbers.

Governor Blaise of South Carolina
has ordered a special session of the
legislature for October 6, to consider
conditions in the cotton market grow-
ing out of the war.

VENEZUELA TO IMPROVE SUGAR INDUSTRY SOON

[By American Minister Preston Mc-
Goodwin, Caracas.]
Widespread sentiment now prevails
in Venezuela in favor of discarding
the antiquated methods of manu-
facturing sugar and substituting modern
machinery. The initial steps were
taken several years ago, as shown in
Daily Consular and Trade Reports for
April 19, 1911, and June and October
30, 1912.

The three large stock companies
preparing to operate in the region of
Lake Maracaibo are the La Ceiba
Sugar Co., Zulia Central Sugar Co.,
and the Venezuelan Sugar Co.
La Ceiba Sugar Company owns 800
acres of sugar-cane land now under
cultivation immediately surrounding
the site of the plant and 600 acres in
the surrounding district. In addition,
the company is preparing 1600 acres
for the coming December, while its
total acreage will be 4375. The aver-
age yield of cane in that part of Ven-
ezuela—the Maracaibo lake district—is
75 tons per hectare (2.47 acres).
At the extremely conservative esti-
mate of 60 tons the 3000 acres will
yield annually about 72,000 tons. The
capacity of the mill being 400 gross
tons of cane per 22 hours, this supply
would maintain operation 180 days
each year. According to Dr. Pedro
Jose Rojas, chief engineer of the
company, who spent two years in a
similar capacity in Cuba, the cost of
operating the mills is 44 to 48 cents
per ton, or 22 to 24 cents per 100
pounds of sugar. Calculating upon
contracts already made (report writ-
ten in June, 1914) for delivery in New
York, the cost per 100 pounds will be:
Price agreed to be paid the
neighboring districts \$0.80
Cost of manufacturing24
Bounty 100-pound bags15
Freight charge from factory to
port of La Ceiba065
Wharf tax03
Freight from La Ceiba to New
York20
Total 1.485

The machinery of this company was
purchased from a sugar company at
Cammy, P. R., for \$100,500, i. e., b.
San Juan.

The Ceiba Company is constructing
a two and one-half mile branch rail-
road from the Gran Fecundidad de La
Ceiba. The steel-concrete foundations
are ready for building, and the ma-
chinery is expected to arrive in Aug-
ust, 1914. The plant will be in opera-
tion not later than January 1, 1915.

The Zulia Central Sugar Company
is capitalized at 6,500,000 bolivars (\$1,
250,000 U. S. currency), a considerable
portion of which has been paid in.
Nearly all the large German export
and import houses in Maracaibo have
purchased stock. Some of the stock
has been bought by residents of Car-
acas and almost half of it is held by
J. J. Gineja & Co., of Bismarck,
Belgium, makers of the machinery.
The company announces that this
will all be delivered by September 1.
The equipment is expected to utilize
1000 tons of cane per day of 22 hours.
I have been invited to attend the in-
itial run of the plant, now definitely
fixed for March 1, 1915. The company
is understood to have either in fee
simple or under contract more than
sufficient cane, and Senor Miguel C.
Sagobol, the representative in Caracas
of Gineja & Co., states that analysis

How Alexander Untied the Knot

By HERBERT KAUFMAN
Author of "Do Something! Be Something!"

ALEXANDER the Great was being shown the Gordian Knot.
"It can't be untied," they told him; "every man who tried to
do so failed."
But Alexander was not discouraged because the rest had flunked.
He simply realized that he would have to go at it in a different way.
And instead of wasting time with his fingers, he drew his sword and
slashed it apart.

Every day a great business general is shown some knot which
has proved too much for his competitors, and he succeeds, because
he finds a way to cut it. The fumbler has no show so long as there
is a brother merchant who doesn't waste time trying to accomplish
the impossible—who takes lessons from the failures about him and
avoids the methods which were their downfall.

The knottiest problems in trade are:

- 1—The problem of location.
- 2—The problem of getting the crowds.
- 3—The problem of keeping the crowds.
- 4—The problem of minimizing fixed expenses.
- 5—The problem of creating a valuable good will.

None of these knots is going to be untied by fumbling fingers.
They are too complicated. They're all inextricably involved—so
twisted and entangled that they can't be solved singly—like the
Gordian knot they must be cut through at one stroke. And you
can't cut the knot with anything but advertising—because:

- 1—A store that is constantly before the people makes its own
neighborhood.
- 2—Crowds can be brought from anywhere by persistent adver-
tising.
- 3—Customers can always be held by inducements.
- 4—Fixed expenses can only be reduced by increasing the volume
of sales.
- 5—Good will can only be created through publicity.

Advertising is breeding new giants every year and making them
more powerful every hour. Publicity is the sustaining food of a
powerful store and the only strengthening nourishment for a weak
one. The retailer who delays his entry into advertising must pay
the penalty of his procrastination by facing more giant competitors
as each month of opportunity slips by.

Personal ability as a close purchaser and as a clever seller,
doesn't count for a hang, so long as other men are equally well posted
and wear the sword of publicity to boot. They are able to tie your
business into constantly closer knots, while you cannot retaliate, be-
cause there is no knot which their advertising cannot cut for them.

Yesterday you lost a customer—today they took one—tomorrow
they'll get another. You cannot cope with their competition because
you haven't the weapon with which to oppose it. You can't untie
your Gordian knot because it can't be untied—you've got to cut it.
You must become an advertiser or you must pay the penalty of
incompetence.

by eminent European chemists shows that
this cane, which has been used
for several generations in the manu-
facture of "papelón" is equally as good
and as productive after 20 years with-
out replanting.

In variation from the plans of the
other large sugar companies being
established in the Maracaibo district,
the Zulia Central Sugar Company an-
nounces that it will dispose of its
entire product in Venezuela, and the
company anticipates that the cost of
production will be 1 cent per pound.

The Venezuelan Sugar Company
purchased a plant in Louisiana which
has a capacity of 800 ton-lots of
cane per day of 24 hours, and various
officers and stockholders of the com-
pany saw the plant in operation con-
tinuously for 21 days. On one day
during the trial it ground 975 ton-
loads. Competent engineers have pro-
nounced the plant in perfect condi-
tion as to both machinery and the
quality of product.

The company has been incorporated
under the laws of Delaware. Senor
Juan Paris, vice president and gen-
eral manager of the company, togeth-
er with his father, has been in busi-
ness in Maracaibo for many years.

Officers of the Venezuelan Sugar
Company maintain that the supply of
cane will be fully adequate. The land
has produced enormous quantities of
the best grade of cane for 25 years
and the mill is being constructed in
the midst of the area. I am reliably
informed that it is never necessary
to plant or cultivate the cane in that
lowland country, as the seeds which
fall to the ground sprout during the
wet season.

A wharf is being constructed at
Puerto de Bobures and a railway from
that port to the site of the mill.
Sugar growers throughout Ven-
ezuela, who continue to manufacture
"papelón" (brown sugar in cones) with
English machinery of antiquated or-
ganization maintain a price never less
than 9 cents per pound, are much
concerned over the probable result
of the innovations introduced by the
new companies in western Venezuela.
They are endeavoring to devise some

MAILS
Mails are due from the following
points as follows:
San Francisco—Manchuria, Oct. 2.
Yokohama—Mongolia, Oct. 6.
Australia—Sonoma, Oct. 9.
Mails will depart for the following
points as follows:
San Francisco—Hilsonian, Oct. 29.
Yokohama—Manchuria, Oct. 2.
Australia—Ventura, Oct. 5.

PASSENGERS DEPARTED
Per str. Claudine for Maui, Sept. 28.
F. Baldwin, Mrs. F. Baldwin, H. D.
Sloggett, D. T. Fleming, Mrs. Fleming,
A. W. Collins and wife, A. Fernandez,
B. H. Thomas, Mrs. Thomas, Miss P.
Thomas, L. von Tempesky, F. W.
Whitman, Mrs. Will Cooper, Miss F. G.
Yap, Harold Rice and wife, Mr. and
Mrs. Kaahue, Masters Kaahue (2), J.
Ching How.
Per str. W. G. Hall for Kauai ports,
Sept. 28.—S. S. Wilcox, Mr. and Mrs.
J. H. Fildes, P. A. Gorman, Rev. Say-
lor.

Y. M. C. A. CLASS ROOMS TO HAVE NEW EQUIPMENT

Preparing for the large enrolment
of the coming term of the night school
which opens Monday, the Y. M. C. A.
is making changes and adding some
new equipment to its excellent school
rooms. In line with the capacity en-
rolment of the other educational in-
stitutions of the city, the association
will undoubtedly have the largest num-
ber of students in the history of its
educational equipment.

The old-fashioned desks, in all of
the class rooms which had that sort of
furniture, have been disposed of and
in their place will be specially de-
signed tables around which the students
will sit in large easy chairs. Directors
of banks and trust companies will have
their business meetings with no more
style and comfort than the boys who
will study English and arithmetic at
the association this fall. For the classes
which do group work there is being
constructed large broad tables around
which the members of the class will
sit in easy and commodious arm chairs.
For classes in which each student has
individual instruction, there will be
small tables just large enough for two
young men.

Boys and young men who are work-
ing steadily in offices or at trades all
day do not like to be barricaded be-
hind desks when they come to classes
at night. Stiff backed desks made
study seem to much like the work of
the day. This new equipment will
make the classes less formal and al-
low a larger amount of the personal
touch between pupil and teacher that
makes the Association classes so
popular. This style of table is not an
experiment but a plan which has been
tried with large success both in the
Honolulu Association and on the main-
land.

MATING INSTINCT STRONG IN THIS 'BIRD OF PARADISE'

[Associated Press by Fed. Wireless.]
SAN FRANCISCO, Sept. 29.—Richard
Tully, co-author, with his former
wife, of "The Bird of Paradise," is to
wed again. His engagement to Miss
Gladys Hanna, a Canadian girl, was
announced yesterday.

STILL GAME.

"Why don't you get rid of that
mule?"
"Well, suh," answered Erastus Pink-
ley, "I hate to give in. If I was to
trade that mule off, he'd regard it as a
personal victory. He's been trying for
de las' six weeks to get rid of me."

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Wednesday, Sept. 30.
Kauai ports—W. G. Hall, str.
Thursday, Oct. 1.
Maui ports—Claudine, str.
Friday, Oct. 2.
San Francisco—Manchuria, P. M.
S. S.
Kona and Kau ports—Mauna Loa,
str.
Saturday, Oct. 3.
Hilo via way ports—Mauna Kea, str.
Sunday, Oct. 4.
Maui, Molokai and Lanai ports—
Mikahala, str.
Kauai ports—Kinai, str.
Kauai ports—W. G. Hall, str.
Monday, Oct. 5.
Manila via Japan—Thomas, U. S. A.
T.
San Francisco—Ventura, O. S. S.
Tuesday, Oct. 6.
Hongkong via Japan ports—Mon-
golia, P. M. S. S.
San Francisco—Manoa, M. N. S. S.
Wednesday, Oct. 7.
San Francisco—Sheridan, U. S. A.
T.
Friday, Oct. 9.
Sydney via Pago Pago—Sonoma, O.
S. S.
Saturday, Oct. 10.
San Francisco via Seattle—Virgin-
ian, A. H. S. S.
San Francisco—Tenyo Maru, Japan-
ese str.
Tuesday, Oct. 13.
Kona and Kau ports—Mauna Loa,
str.
San Francisco—Matsonia, M. N. S. S.
Wednesday, Oct. 14.
San Francisco—Sherman, U. S. A. T.
Tuesday, Oct. 20.
San Francisco—Lurline, M. N. S. S.
Wednesday, Oct. 21.
Hongkong via Japan ports—Shinyo
Maru, Japanese str.
Tuesday, Sept. 22.
Kona and Kau ports—Mauna Loa,
str.
Saturday, Oct. 24.
Manila via Japan—Dix, U. S. A. T.
Tuesday, Oct. 27.
Hongkong via Japan ports—Korea,
P. M. S. S.

VESSELS TO DEPART

Tuesday, Sept. 29.
San Francisco—Hilsonian, M. N. S. S.
S. S. 4 p. m.
Maui, Molokai and Lanai ports—
Mikahala, str., 5 p. m.
Kauai ports—Kinai, str., 5 p. m.
Wednesday, Sept. 30.
Hilo via way ports—Mauna Kea,
str., 10 a. m.
Thursday, Oct. 1.
Kauai ports—W. G. Hall, str., 5 p. m.
Friday, Oct. 2.
Manila via Japan and China ports—
Manchuria, P. M. S. S.
Maui ports—Claudine, str., 5 p. m.
Saturday, Oct. 3.
Hilo and way ports—Mauna Kea,
str., 3 p. m.
Monday, Oct. 5.
Sydney via Pago Pago—Ventura, O.
S. S., 2 p. m.
Maui ports—Claudine, str., 5 p. m.
Kauai ports—W. G. Hall, str., 5 p. m.
Kauai ports—Noeau, str., 5 p. m.
Tuesday, Oct. 6.
Kona and Kau ports—Mauna Loa,
noon.
Maui, Molokai and Lanai ports—
Mikahala, str., 5 p. m.
Kauai ports—Kinai, str., 5 p. m.
Wednesday, Oct. 7.
San Francisco—Wilhelmina, M. N.
S. S., 10 a. m.
Friday, Oct. 9.
San Francisco—Sonoma, O. S. S. E.,
5 p. m.
Saturday, Oct. 10.
Hongkong via Japan ports—Tenyo
Maru, Japanese str.
Tuesday, Oct. 13.
San Francisco—Manoa, M. N. S. S.,
4 p. m.
Wednesday, Oct. 21.
San Francisco—Shinyo Maru—Jap-
anese str.
San Francisco—Matsonia, M. N.
S. S., 10 a. m.
Saturday, Oct. 24.
San Francisco—Dix, O. S. S., 10 a.
noon.

CECIL BROWN REPORTED TO BE CONVALESCENT

[Associated Press by Fed. Wireless.]
SAN FRANCISCO, Cal., Sept. 29.—
Senator Cecil Brown of Honolulu, who
suffered a stroke a short time ago
and who was thought to be in a precar-
ious condition, is now reported to be
convalescent.

DARING HOLDUP COLLECTS \$1525 IN SALT LAKE

[Associated Press by Fed. Wireless.]
SALT LAKE CITY, Utah, Sept. 29.—
An exceedingly daring holdup was
committed here yesterday within 100
yards of the state prison.

Entering the office of a large sugar
house, a lone bandit covered the cash-
ier and bookkeeper with a revolver,
forced them into a vault in the office
and locked them in.

The robber then looted the cashier's
cage at leisure, and made good his es-
cape with \$1525 in booty.

Max Kirchick, a driver of Brooklyn,
26 years old, was thrown from his
wagon when his horses shied at a
piece of paper. He will probably die.

BENEFIT DANCE FOR COMPANY A SHOULD BE HIT

The benefit dance to be given by
Company A, 1st Infantry, N. G. H., on
Friday evening, October 9, will be a
popular and at the same time success-
ful affair, judging from the manner in
which the friends of this company are
pledging their support.

Capt. H. P. O'Sullivan says that all
the companies of the Guard are at
present sadly in need of funds to
equip the new company rooms for ath-
letics and the many other expenses
necessary to entertain and hold the
interest of the men. The regular
army are not the only ones who have
the problem of holding the interest of
the enlisted personnel and in securing
renewalments. The problem is much
greater in the National Guard, where
there is no pay and little glory at-
tached to the service. All the Guard
companies are struggling with the
question of how to raise funds to
better conditions for the men, and in
deciding to give a dance Captain O'Sul-
livan believes the public and friends
of his command will gladly purchase
an admission ticket. Assuredly there
isn't a better place in Honolulu for
dancing than on the new floor of the
armory, and it is an enjoyable way to
spend an evening.

The price of admission, including a
dances for the evening, will be 50
cents for each gentleman and as many
ladies as he cares to bring. Tickets
can now be procured at the armory,
from the different members of Com-
pany A, or at the door on the evening
of the dance.

OCEANIC STEAMSHIP CO.

"THE EXPOSITION LINE"

FOR SAN FRANCISCO.	FOR SYDNEY, N. S. W.
Sonoma Oct. 9	Ventura Oct. 5
Sierra Oct. 24	Sonoma Nov. 2
Ventura Nov. 6	Ventura Nov. 30
Sierra Nov. 21	Sonoma Dec. 28
Ventura Dec. 4	Ventura Jan. 25

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Matson Navigation Company

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:	FOR SAN FRANCISCO:
S. S. Wilhelmina Sept. 29	S. S. Wilhelmina Oct. 7
S. S. Manoa Oct. 6	*S. S. Manoa Oct. 13
S. S. Matsonia Oct. 13	S. S. Matsonia Nov. 30
S. S. Enterprise Oct. 20	S. S. Enterprise Oct. 27

*S. S. Manoa sailing from Honolulu Oct. 13 for San Francisco via
San Pedro.
S. S. Hyades sails from Seattle for Honolulu about October 10.
S. S. Hilonian sails from Honolulu for San Francisco and Seattle
Tuesday, Sept. 29, at 4 p. m.

CASTLE & COOKE, LTD., General Agents, Honolulu

PACIFIC MAIL STEAMSHIP CO.

Sailings from Honolulu on or about the following dates:

FOR THE ORIENT:	FOR SAN FRANCISCO:
S. S. Manchuria via Manila out and in Oct. 2	S. S. Mongolia Oct. 8
S. S. Nile via Manila, out and in Oct. 17	S. S. Persia Oct. 20
S. S. Mongolia via Manila Oct. 30	S. S. Korea Oct. 27
	S. S. Siberia Nov. 3

For general information apply to
H. Hackfeld & Co., Ltd., Agents

TOYO KISEN KAISHA

Steamers of the above Company will call at and leave Honolulu on
or about the dates mentioned below:

FOR THE ORIENT.	FOR SAN FRANCISCO.
S. S. Tenyo Maru Oct. 12	S. S. Shinyo Maru Oct. 21
S. S. Shinyo Maru Nov. 9	S. S. Chiyo Maru Nov. 10
S. S. Chiyo Maru Dec. 4	S. S. Tenyo Maru Dec. 11
S. S. Tenyo Maru Dec. 25	S. S. Shinyo Maru Dec. 29

CASTLE & COOKE, LIMITED, Agents, Honolulu

CANADIAN-AUSTRALASIAN ROYAL MAIL LINE

Subject to Change.

For Suva, Auckland and Sydney	For Victoria and Vancouver.
S. S. Makura Oct. 7	S. S. Niagara Oct. 18
S. S. Niagara Nov. 4	S. S. Marama Nov. 11
S. S. Marama Dec. 2	S. S. Makura Dec. 11

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A STEAMER will be despatched from NEW YORK for HONOLULU,
KAHULUI, PORT ALLEN and HILO, via SAN FRANCISCO, every
TEN DAYS. Approximate time in transit, 23 DAYS.
Hilo and Tacoma to Honolulu—S. S. Virginian, to sail about Oct. 2.
For particulars as to rates, etc., apply to
C. P. MORSE, General Freight Agent.

H. HACKFELD & CO., LTD. Agents

**ACROSS THE
AMERICAN CONTINENT
VIA THE
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WORLD THROUGH THE
GREAT CANYON OF THE
SOUTHERN RIVER AND THE
ROYAL GORGE.**

**WESTERN PACIFIC
RAILROAD**
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White Wings
SOAP
THE BEST EVER.
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OAHU RAILWAY TIME TABLE

OUTWARD.

For Wahiawa, Wahiawa, Kahuku, and
way stations—9:15 a. m., 3:20 p. m.
For Pearl City, Ewa Mill and way
stations—11:30 a. m., 9:15 a. m.,
11:30 a. m., 3:20 p. m., 3:20 p. m.,
6:15 p. m., 10:30 p. m., 11:15 p. m.
For Wahiawa and Lihalehua—10:30
a. m., 12:40 p. m., 5:00 p. m., 11:00
p. m.

INWARD.

Arrive Honolulu from Kahuku, Wa-
hiawa and Wahiawa—5:35 a. m., 5:31
p. m.
Arrive Honolulu from Ewa Mill and
Pearl City—11:45 a. m., 8:35 a. m.,
11:02 a. m., 11:40 p. m., 4:25 p. m.,
5:31 p. m., 7:30 p. m.
Arrive Honolulu from Wahiawa and
Lihalehua—9:15 a. m., 11:55 p. m.,
4:01 p. m., 7:10 p. m.

The Haleiwa Limited, a two-hour
train (only first-class tickets honored)
leaves Honolulu every Sunday at 8:35
a. m., for Haleiwa, hotel; returning ar-
rives in Honolulu at 10:10 p. m. The
Limited stops only at Pearl City and
Wahiawa.
*Daily, except Sunday, 28 Sunday only.
G. P. DENISON, F. C. SMITH,
Superintendent, G. P. A.

T. MORAKAMI SHOTEN

Importer and Dealer in
JAPANESE DRY AND FANCY GOODS
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COMMISSION MERCHANTS
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Nuuanu St. near King St.